



CAMOT International Conference
October 18th – 20th 2010, Shanghai University, Shanghai, PRC

Conference Theme:
**CAMOT 2010 International Conference on:
Strategic Management of Technology and Innovation Capabilities in China
and the West**

Time: 18th – 20th October, 2010

Venue: Shanghai University, Shanghai, China

Conference web: <http://www.camot.org/2010conference/2010index.htm>

What is the general aim of this conference?

At the heart of globalization, achieving national and corporate strategic competitive advantage lies the critical role of technology as the great equalizer among companies and countries. This underscores the important role of technological innovation as the core catalyst and determinant of prosperity, corporate growth, and global economic welfare. At this point in time, the global economy is at a crossroads. There are many key economic players – an integrated European union, a resource-rich Russia, a technology competing Japan and Korea, and a rising India and Brazil. Yet, the United States and China are the key primary countries which continue to have disproportionate impact and influence over the direction of the world economy. This is essentially due to their economic size and geopolitical prominence. Whether these two global players, simultaneously economic partners and security rivals, can cooperate in leading the world economy will be a critical determinant of how world economies and politics develop in the coming years.

However, in the post – recession, China demonstrates its outstanding position because of its market economy with Chinese characteristics. China’s ambition of becoming “an innovation-oriented country” by 2020 and a “world’s leading science power” by 2050 has drawn world attention. China’s increased prominence in international and regional science and technology affairs has created a growing need for a deeper and more sophisticated understanding of the structure, operation and the performance. In addressing the crisis, management scholars seem

promoting the sharing wisdom between West and East and the integration of Western management and Chinese philosophy. There seem good signs of economic recovery recently. However, technology will continue to play a significant role. China's economic growth has been the fastest in the world. The remarkable pace of economic development since the late 1970s has transformed China into an economic powerhouse. Measured by nominal GDP, China is now the world's third largest economy or, in purchasing power parity terms, the world's second largest after the U.S. It is trailing only the U.S., and Germany. However, the rapid economic transformation occurring in China has raised concerns among the country's leadership and foreign observers that the growth trajectory – with its over investment, resource and labor intensity, and negative environmental distributive spillovers – has become unsustainable.

China has a long way to go before it can be considered one of the top innovative nations. It still has some progress to make before it can be considered one of the top innovative nations. It falls short in terms of its science and technology intensity and lacks globally recognized innovative companies. In order to change the current situation, there is a need for more “indigenous innovation”, rather than total dependence on encouraging and promoting the influx of foreign R&D. The core premise is that China is growing rapidly, and is converging in terms of science and technology infrastructure and policies with the most technologically advanced countries. However, it faces insurmountable hurdles in terms of innovation, particularly in how it will integrate itself into the global economy by building its domestic capabilities, without cutting itself off from the world through protectionist policies or anti-competitive practices.

The goal of this conference is to provide a platform for exploring linkages, strategic mechanisms, and modes of collaboration between China and the Western countries particularly the United States. The primary focus is on building innovation and technology management capabilities on both the national (macro) and corporate (micro) levels for enhancing competitiveness, growth, and economic welfare. Our intent is to bring together academics, researchers, corporate leaders, policy makers, managers, and students for exchange of ideas, research findings, current experiences, best practices, and lessons learned. The intellectual lens will rotate around addressing several questions with the thematic content of ‘East-West’ modes of collaboration in this field. Examples of the questions to be addressed include:

- What does conceptual and empirical research tell us about current concepts and practices of managing R&D and technology in China; and how does it compare with western approaches and ideologies?
- How can the U.S. and China collaborate in managing technological innovation core capabilities in the context of international technology transfer?
- What are the major issues and critical success factors that would help in establishing mutually beneficial linkages between China and its Western trading partners for building technology management and innovation core capabilities?
- What does investigative research tell us about comparative international practices for forging, creating, and establishing a “culture of innovation”?
- How can China expedite and intensify its efforts in building contemporary, high performance national innovation systems?
- What are the benefits to the world from furthering the integration of China into the global innovation system, and what are the repercussions-if any?

- How can China go about enhancing management's core capabilities and skill set required for effective organization and management of technological innovation?
- How can China create a healthy climate for Chinese companies to compete with multinational corporations? Should this be done through low cost manufacturing or through innovation, or both?
- In addition to technological innovation, what does research tell us about China's core capabilities in non-technological innovation: administrative, organizational, marketing and distribution channels?
- Can China make the leap from being the world manufacturer to becoming a world-class inventor and innovator as well?

This conference, encoring the 2010 World Expo in Shanghai, is devoted to provide a comprehensive assessment of the current challenging issues of management of technology (MOT) in China and advance MOT research and MOT education in China. It should allow researchers, academics and practitioners to debate on many crucial issues and provoke critical strategic thinking concerning the development and continuity of China's technology strategy and innovation system.

Key Note Speakers Profiles

Panel Session: Editors of Leading International Journals

Chaired by Professor Michael Badawy, Editor-in-Chief, Journal of Engineering and Technology Management

A panel session will be organized during the conference. Quality papers presented at the conference will be published in international journals. The panel is composed of the editors of the following journals:

Journal of Engineering and Technology Management

http://www.elsevier.com/wps/find/journaldescription.cws_home/505648/description

Journal of Technology Management in China

<http://www.emeraldinsight.com/jtmc.htm>

Journal of Technology Management and Strategy in China (Chinese version)

<http://www.emeraldinsight.com.cn/journal.php?id=98>

Journal of Science and Technology Policy in China

http://info.emeraldinsight.com/products/journals/editorial_team.htm?id=jstpc

Journal of Chinese Economics and Foreign Trade Studies

<http://www.emeraldinsight.com/info/journals/jcefts/eabinfo.jsp>

Journal of Chinese Entrepreneurship

<http://www.emeraldinsight.com/info/journals/jce/jourinfo.jsp>

Journal of Know Based Innovation in China

<http://www.emeraldinsight.com/info/journals/jkic/eabinfo.jsp>

Journal of Science and Technology Policy in China

<http://www.emeraldinsight.com/jstpc.htm>

Critical Perspectives on International Business

Cross Culture Management: An International Journal

Development and Learning in Organization: An International Journal

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Forthcoming Int'l Science and Technical Conference
International Journal of Manpower
Journal of Business Strategy
Journal of Knowledge Management
Journal of Management development
Journal of Manufacturing Technology Management
Journal of Organizational Change Management
Journal of Small Business and Enterprise Development
Journal of Strategy and Leadership

There will be award from Emerald Insight Publishing Press <http://www.emeraldinsight.com> and other industrial sponsors for best papers, which will also be considered for publication in the above journals.

Special Session: Challenges of the Global Higher Education attended by university Presidents and/or Deputy Presidents, Vice Chancellors and/or Deputy Vice Chancellors
Chaired by Professor Tony Dickson, Managing Director of Global Higher Education Consultancy www.globalhec.com

What are the conference research topics?

Presentation papers (3,000-5,000) by both academics and professionals are welcome. Coverage includes the following tracks of technology and innovation and entrepreneurship and how they impact upon the areas of international business, marketing, human resources, accounting and finance, logistics and the supply chain management. All submission should be in English. All the tracks will have two chairs (co-chairs), one from a non-Chinese university, and the other is from a Chinese university.

1. Technology management and innovation
2. Strategic management, leadership and entrepreneurship
3. Knowledge management and organizational learning
4. Technology transfer and knowledge transfer
5. Technology foresight and forecasting
6. Social impact of technology development
7. R & D management in China
8. MBA education and MOT education in China
9. Technological capacity building and advancement in China
10. Impacts of China's technology and innovation upon the global economy
11. Impacts of globalization upon technology innovation in China
12. Technology economics and international business
13. Small and medium enterprise and cross culture management
14. Knowledge innovation and triple helix study
15. Science and technology policy and analyses in China
16. Sustainability and environment
17. Project management
18. IPR management and strategy
19. Chinese entrepreneurship and industrial cluster
20. Competitiveness and innovation study

These different categories are not bounded and can be extended.

Important Dates

- Deadline for submission papers (full papers and working papers): **30th May 2010**
- Notification for Acceptance of full paper: **31st July 2010**
- Final Paper Submission Deadline: **31st August 2010**
- Conference Registration Deadline: **10th September 2010**

Submission Process

Manuscript submissions are welcomed and encouraged from the different innovation and technology management disciplines. Papers can be conceptual, empirical, case studies, or field-based research reports using a variety of research methods and designs.

The Manuscript Central CAMOT/Emerald will be available for all paper submission from 1st May 2010. Further instructions will be available on www.camot.org in due course.

What is CAMOT?

The China Association for Management of Technology (CAMOT) is proud to be a partner of the United Nations on its recent initiative <http://academicimpact.org/index.php> – Academic Impact. We have no hesitation in endorsing whole heartedly the 10 principles of the Academic Impact. We will engage our members in higher education across the world in promoting these principles. We sincerely believe that these principles are pivotal in building a peaceful world and harmonious societies.

CAMOT www.camot.org, incorporated with International Association for Management of Technology (IAMOT www.iamot.org) and International Forum of Technology Management (IFTM), offers its members association with professionals and academics in the field. It has been acknowledged that there is particularly close interaction between IAMOT, IFTM and the founding members of CAMOT following the successful launching of Journal of Technology Management in China by Emerald Insight in the UK in 2005.

CAMOT is an international organization committed to encouraging and supporting researchers and professionals who are engaging research in management of technology in China. CAMOT aims to establish national, regional, and international collaborative research programs in the field of technology management, technology innovation, technology transfer as well as knowledge transfer by engaging government agencies, funding agencies, educational institutions, state-owned enterprises (SOEs) as well as private sectors in China. CAMOT stresses the importance of keeping-up with the fast pace of technological change and the emerging new global paradigms of the business environment. MOT is an important strategic instrument to improve competitiveness and create prosperity in China. CAMOT believes that there is a need for appropriate infrastructures, strategies and mechanism to be established in order to support the diffusion of management of technology principles throughout China and a need to address the existing gaps in the process of technology management, which will assist in implementing more sustainable arrangement for successful technology transfer and development.

About Shanghai University

Shanghai University is also one of the hundred tertiary institutions in China under “Project 211”, which is the China’s trans-centenary key construction in higher education project. During the past five years, Shanghai University ranks among the top 20 and top 30 universities in China with regard to research funding and number of research papers published by faculty and students on SCI、EI、ISTP respectively. Also, the number of applications for and granting of patents is among top 20 in China. Shanghai University is was founded in May 1994, by consolidating four former institutions of higher learning: Shanghai University of Technology, Shanghai University of Science & Technology, Shanghai Institute of Science & Technology and the former Shanghai University. Nowadays, Shanghai University is the largest public and comprehensive university in Shanghai with three campuses (more than 2,000,000 square meters in total) and student size of about 40,000.

Shanghai University’s MBA education was approved by China government in 2003 and its first MBA program was named as Global Local MBA (GLMBA) with the first GLMBA cohort being started in 2004. Shanghai University’s MBA Education is managed by its MBA Center and Global Management Education Institute (SHU MBA), which is directly managed by the Management Committee chaired by Shanghai University’s Vice-President. Shanghai University’s Global Local MBA program was one of these few fully English delivered MBA programs in China and with a clear education vision and mission of “developing outstanding graduates who are global local talents people can trust and work with”. GLMBA’s curriculum carries 60 credits over 4 major categories of credit-loaded curriculum, including (i) Global Local Business Skills, (ii) Personal Development and Leadership, (iii) Career Intelligence, and (iv) Integration and Application. GLMBA positions itself for talents from local companies which are going global and/or going-local foreign enterprises.

Today, SHU MBA has series of China’s Global Local MBA degree programs, including GLMBA, GF MBA and GSMBA, and foreign MBA programs from overseas partnered institutions from Europe and America. In addition, SHU MBA is assertively starring its Executive Development Certificate Program (EDP) which is also partnering with overseas programs which grant credits transfer to SHU MBA’s EDP.

Who should participate?

- Academics and Researchers in Higher Education
- Presidents, Vice-Presidents and CEOs of Corporations
- Chief/senior Engineers of Large – Medium - Enterprises
- MBA, DBA and PhD researchers
- Policy Makers
- R&D Managers
- Project Managers
- Entrepreneurs and Technology Innovators
- Engineers in areas of Design, Production, Manufacturing, Quality, Marketing and Sales
- Managers in the areas of Services, Finance, Marketing, Economics and Public Policy
- Production and Operation Managers
- Educators involved in Technology, Innovations, Engineering, Management, Industrial Administration, Management of Productivity and Quality, Business Administration and Economics, logistics and supply chain management

Where and when is the conference taking place?

The conference is to be jointly held by MBA Centre and Global Management Education Institute, Shanghai University and China Association for Management of Technology www.camot.org

Time: 18th – 20th October, 2010.

Venue: Shanghai University, Shanghai, China

International Scientific Committee

Professor Tarek M Khalil

Founder and current President of International Association for Management of Technology
University of Miami, USA

Professor Georges Haour

Founder and current President of International Forum of Technology Management
International Institute for Management Development, Switzerland

Professor Arnoud De Meyer

Director of Judge Business School, Cambridge University, UK

Professor Wang Huijiong,

Advisor to Development Research Centre, State Council, PRC

Ramu Damodaran, Chief, Academic Impact, Outreach Division, Department of Public
information, United Nations

Professor Terence Kealey, Vice Chancellor of Buckingham University, UK

Professor Lin Guijun, Deputy President of University of International Business and
Economics, PRC

Professor Neil Gold, Vice President of University of Windsor, Canada

Professor Li Huajun, Vice President of Ocean University of China

Professor Sun Shigang, Vice President of Xiamen University

Professor Craig Mahoney, Deputy Vice Chancellor, Northumbria University, UK

Lin Xin, Ministry of Science and Technology, China

Carlo Pandolfi, EU-China Project on Intellectual Property Rights (IPR2)

Dr Guo Minsheng, Henan Intellectual Property Right Bureau

Professor Tony Dickson, President of Global Higher Education Consultancy, UK

Professor Maxine A Crener, President of International University of Monaco, Monaco

Professor Shen Changyu, President of Zhengzhou University, China

Professor Bob Cryan, Vice Chancellor of University of Huddersfield, UK

Professor Penglong, Deputy President of Beijing Foreign Study University

Professor Huang Jin, President of Chinese University of Politics and Law, China

Professor Guan Aihe, President of Henan University, China

Professor Ji Yongqiang, Deputy President of Ningxia University, China

Professor George Stonehouse, Dean of Napier University Business School, Napier University

Professor John Wilson, Head of Salford Business School, Salford University, UK

Professor Chen Chuanming, Dean of School of Management, Nanjing University, China

Professor Wang Lin, Director General of Overseas Chinese Affairs Office of Shangdong
Provincial People's Government, China

Professor Jeffrey Barlow, Pacific University, USA

Professor Hojjat Adeli, Ohio State University, USA

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Professor Augusto Medina, SPI at University of Porto, Portugal
Professor Maurice Yolles, Liverpool John Moores University, UK
Professor Shawn M Carraher, Cameron University, USA
Professor Lu Wei, Antai Management School, Shanghai Jiao Tong University, China
Professor Qiang Yongchang, Fudan University, China
Professor Jon Sigurdson, Stockholm School of Entrepreneurship, Sweden
Professor David Bennett, Aston University, UK
Professor Neil Anderson, James Cook University, Australia
Professor Xue Lan, Tsinghua University, China
Dr Hytham Qahtani, Ministry of Commerce & Industry, State of Bahrain

International Organizing Committee

Professor Ye Zhiming, Vice-President of Shanghai University
Tony Koo, Managing Director, MBA Center, Shanghai University
Carbo Pan, Executive Director, MBA Centre, Shanghai International Studies University
Guan Jianwen, People.cm.cn
Dr Richard Li-Hua, Founder and President of CAMOT
Dr Richard Smith, Simon Fraser University, Canada
Dr Zhao Litao, East Asia Institute, National University of Singapore, Singapore
Dr Yu Jiang, AMT-Foresight Work Group, Chinese Academy of Sciences, China
Dr Lucy Lu, Newcastle University, UK
Dr Patrick X W Zou, University of New South Wales, Australia
Professor Wang Yonggu, University of International Business and Economics, China
Dr Karen Yuan Wang, University of Technology, Sydney, Australia
Dr Gao Xudong, Tsinghua University, China
Dr Wei Xie, Tsinghua University, China
Dr Gunter Festel, FESTEL CAPITAL, Switzerland
Prof Charles Egbu, Salford University, UK
Dr Liu Junying Tianjin University, China
Professor Chen Song, Tongji University
Professor Max Von Zedtwitz, Beijing University, PRC
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Zhao Peng, President of Oxbridge Education (Group), Beijing, China
Martin Wingrove, Technology Development, Aramco Overseas Company
Professor Bill Lightfoot, Brenau University, USA
Professor Yuan Yijun, Dalian University of Technology, Dalian, China
Professor Dai Hua, Director of International Office, Ocean University of China, Qingdao,
Professor Rajesh Pillania, Management Development Institute, India
Professor Dominique Jolly, Ceram Sophia Antipolis, France
Professor Chen Jin, Zhejiang University, China
Professor John Adams, Napier University, UK
Professor Tang Hung Kei, Nanyang Technological University, Singapore
Professor Adrian Key, the Australian National University, Australia
Professor Huang Jianzhong, Xiamen University, China
Professor Xu Jiahai, Ocean University of China
Liu Yu, Managing Director, Thomson Reuters, China
Ma Li, People.com.cn
Professor Zhao Zhongjian, East China Normal China
Benoit Misonne, EU-China Project of Intellectual Property Rights (IPR2)

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Professor Bill Johnson, Penn State Erie, USA
Professor Tugrul Daim, Portland State University, USA
Professor Wang Yiming, Xiamen University, China
Professor Sun Dongsheng, Heilongjiang University of Commerce, China
Professor Sun Wenxiang, Nanjing Audit University, China
Dr Wang Xiaofeng, Hebei University of Science and Technology, China
Dr Chaoying Tang, Graduate School of Chinese Academy of Science, China
Dr Xie Xiaoling, Harbin Institute of Technology, China
Dr Zhang Lifang, Xiamen University, China
Dr Sylvain Charlebois, University of Regina, Canada
Professor Jiang Zhonghui, Ocean University of China
Dr Liqin Ren, University of Twente, the Netherland
Professor C Matthew Hinton, Open University, UK
Dr Julie Wen, University of Western Sydney, Australia
Dr Suzanne Wilkinson, University of Auckland, New Zealand
Dr Chieh-Yu Lin, Chang Jung Christian University, Taiwan
Dr Junjie Wu, Leeds Metropolitan University, UK
Dr Yunsheng Zhang, Hunan University, China
Dr Ravi Chinta, University of Pittsburgh

CAMOT Book Volume/Proceeding

It has been agreed that a book volume/proceeding with selected conference papers will be published after CAMOT 2010 International Conference, Shanghai University, Shanghai, China. This book volume will be ISI and ISTP indexed.

Conference General Programme Chair

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